

# Umair Salahuddin

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## Summary

SEO strategist and growth hacker with over 11 years of professional SEO, content marketing, analytics and Google tag manager experience. I have worked with more than 4000 international businesses including CISCO, JUNIPER, EMC2, Harley Davidson, Procter & Gamble, Expedia, and most of the telcos in the USA market.

Highly skilled in SEO strategies, keywords research, competitive analysis and off page optimization techniques including genuine link building on high authority websites. Proficient with all SEO tools Sem Rush, Ahrefs, Google Search Console, Analytics and technical SEO. Managed and lead multiple teams of writers, analysts, front end and full stack developers

Responsible for growth of SEO department to 20 x the existing size while increasing revenue and daily inbound organic call volume to 3000 plus calls daily. Directly responsible for one of the largest niche website in the telecommunication industry of USA; getting upto 300 K clicks per month on average

I strive to achieve strategic brand and business objectives by working with interconnected teams to provide them with guidance to achieve the execution of strategies. My education forte extends beyond Facebook and Google AdWords Certifications to Search Engine Optimization (SEO) Specialization and Interaction Design Specialization from the University of California. I also have a solid technical background with interest in information security and backing it up with prestigious CISSP (isc2) and GPEN (SANS) certifications

## Experience

### Senior SEO Specialist

Trengo - Smart Conversations Platform

May 2022 - Present (4 months +)

### Senior SEO Marketing Manager

ibex

Aug 2021 - May 2022 (10 months)

- Leading Pakistan's largest SEO and marketing team
- Define go-to-market strategies, product positioning and messaging informed by user insights and market research
- Leads and conduct quantitative and qualitative analysis to produce value models and revenue driving insights
- Understood and optimized web analytics to determine measurable outcomes and return on investment.
- Provide ongoing updates to account teams of industry trends and best practices.
- Conducts senior-level interviews and facilitate group discussions/working sessions.
- Take calculated risks with proven track record to align and influence partners.

- Developed content marketing plans and executed them based on defined user journeys and personas

## **ibex. SEO Marketing Manager**

ibex

Jul 2019 - Aug 2021 (2 years 2 months)

- Managed a mix of multiple teams including digital marketers, content marketers, front end and backend teams and aligning them towards digital goals
- Analyzed competition and accordingly planned and implemented SEO and marketing strategies
- Established multiple website assets to generate call center volume
- Designed SOPs, KPIs and workflow for large teams of analysts, writers, designers, and developers
- Analyzed analytics, search console and data from various tools to plan future expansion
- Maintained and added highly competitive, large volume keywords using various on-page and off-page optimizations
- Reported week over week results and team achievements
- Budgeted monthly marketing spend and allocated among different activities
- Implemented and managed multiple tags using GTM
- Planned and handled social media team for agency clients
- Prepared proposals for local and international clients based on different digital requirements

## **ibex. Search Engine Optimization Team Lead**

ibex

Dec 2017 - Jul 2019 (1 year 8 months)

## **Digital Marketing Strategist**

CreativeDuos

May 2014 - Nov 2017 (3 years 7 months)

# Designing digital marketing strategies, creating objectives and brilliant execution to deliver results

# Connecting business problems and challenges faced by clients with digital solutions that can be implemented.

# Designing, managing and planning creative and content strategies for to achieve audience engagement and brand establishment

# Successfully executed different advertisement campaigns on social media based on different objectives and ensuring highest ROI

# Generated 1000s of mature leads with minimum Cost per Client Acquisition using retargeting and various marketing strategies

# Achievement of various Reach and CTR KPIS by utilizing different bidding options for Google PPC campaigns including combination of Display and Search Networks

## **Digital Marketing Manager**

technotera

Mar 2012 - Apr 2014 (2 years 2 months)

# Designed and successfully ran various inbound marketing campaigns including email marketing

Designed several newsletters while providing valuable insights and directions to designers and developers

# Successfully designed and optimized various landing pages for lead generation and conversions

- # Search Engine Optimized websites using On Page optimization techniques ranging from page load time optimization, mobile site optimization, managing cache, updating keywords, Meta tags, titles to optimized URLs and ensuring SEO suitable content
- # Off Page Optimized websites using site map submission, popular directory submissions, creating quality backlinks, creating shareable content etc...
- # Coordinated, helped and provided valuable insights and guidance to the design, content and development team to achieve digital media goals and objectives

## Digital Marketing Executive

### Codastle

Jan 2009 - Feb 2012 (3 years 2 months)

- # Served as a senior account manager and primary point of contact for all international clients in US, UK, Australia and Canada.
- # Over 90 % repeat client ratio which was based on strong, long-term client relationships and frequent contacts.
- # Created various digital strategies for customers, considering their specific requirements
- # Creating strategies to acquire new clients and maintaining healthy profiles on different online staffing platforms
- # Optimization of content and combination of various OnPage and OffPage techniques to increase SEO
- # Presented social media strategies to clients and implemented various digital projects to increase customer ROI



## Information Security Officer

### Rewterz

Jul 2004 - Oct 2008 (4 years 4 months)

- # Accomplished Project manager for Pearson and Logical Security
- # Authored ethical hacking labs, security manuals, presentation, security certification books for Shon Harris (logicalsecurity.com)
- # Implementation and consultancy of ISO 27001 for various clients including cyber.net.pk (Pakistan's largest ISP)
- # Authored various computer based training materials for the following certs: SSCP, CISSP, Security +, CEH, CIMA, CISA

## Education

### Govt College of Commerce and Economics

Bachelors in Commerce, Commerce

### St Peter's High School, Karachi

Matriculation, Science

## Licenses & Certifications



**Optimizing a Website for Google Search** - University of California, Davis

Q4LS5G2Q3U5V



**Introduction to Google SEO** - University of California, Davis

TTL6KCAN85AN



**Google SEO Fundamentals** - University of California, Davis

N4PHC93Q7E77



**Human-Centered Design: an Introduction** - University of California, San Diego -

Rady School of Management

6HKR7KXD8E25



**Google Ad Words** - Google Ads Specialist



**Facebook BluePrint** - Meta



**CISSP** - ISC2 Silicon Valley Chapter



**GPEN** - SANS Institute

## Skills

Digital Strategy • Web Marketing Strategy • Facebook Marketing • Online Lead Generation • Web Analytics • Social Media Marketing • Digital Marketing • Corporate Branding • Branding & Identity • Bespoke Website Design